

The Philatelic Communicator

Journal of the American Philatelic Society Writers Unit #30

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www.wu30.org

Fourth Quarter 2014 Issue 186

Charles J. Peterson Philatelic Literature Life Achievement Award Winner: Robert P. Odenweller

An APS member since 1968, Robert P. Odenweller has written several philatelic books, edited a variety of publications, served as a columnist, written dozens of articles, is an accredited International Federation of Philately (FIP) literature judge, an accredited APS literature judge and chief literature judge, and has served as a member and chair of the APS Publications Committee. He has provided national and international leadership as a researcher, writer and judge, demonstrating his exceptional knowledge and expertise while mentoring scores of now accomplished philatelic leaders.

Odenweller may be best known for his two seminal works: *The Stamps and Postal History of 19th Century Samoa* (2004) and *The Postage Stamps of New Zealand 1855–1873, the Chalon Head Issues* (2009). In addition to role as author, Odenweller also did the design and layout for these books. Other book titles by Odenweller include *Philatelic Vocabulary in Five Languages: English, Français, Deutsch, Italiano, Español* (1978) and *The F.I.P. Guide to Exhibiting and Judging Traditional and Postal History Exhibits* (1993), co-authored with Paul Jensen.

Odenweller edited *Opinions VI: Philatelic Expertizing — The Inside View* (1992), *Hawaii Foreign Mail to 1870* (2012), and served as editor of the *Collectors Club Philatelist* from 2005 through 2012, during which time he converted the publication from black and white to full color. He has been a columnist for *The Philatelic Exhibitor* for twenty-five years and has published articles in the *Australasian Informer*, *British Caribbean Philatelic Journal*, *Collectors Club Philatelist*, *American Philatelic Congress Book*, *London Philatelist*, *Fakes Forgeries Experts*, *Kiwi*, *Philatelic Communicator*, *Mekeel's*, Philatel-

ic Foundation's *Opinions* volumes, *German Postal Specialist*, *1869 Times*, and elsewhere.

Odenweller has held leadership positions in the American Philatelic Society, FIP, Collectors Club of New York, NOJEX show, Philatelic Foundation, Association Internationale des Experts (AIEP), and Grand Prix Club International.

He was elected to the APS Writers Unit Hall of Fame in 2006 and has received many other philatelic awards. A signer of the Roll of Distinguished Philatelists in 1991, he received the Alfred F. Lichtenstein Award in 1993, the APS Luff Award for Contributions to Philately in 1996, the FIP Service Medal in 1996, FIP Research Medal in 2006, and became an honorary fellow of the Royal Philatelic Society London in 2007.

He received the Royal Philatelic Society of New Zealand Collins Award in 2005, the U.S. Philatelic Classics Society Distinguished Philatelist Award in 2009, the SEPAD National Merit Award in 1988, the Berliner Philatelisten-Klub Lindenberg Medal in 2013, the AIEP Hunziker Medal in 2013, the Royal Philatelic Society London's Crawford Medal in 2010, and the Smithsonian Philatelic Achievement Award in 2010. He also received a Collectors Club (NY) medal for his series of articles on Samoa, and the American Philatelic Congress Jere Hess Barr award for his 1971 article in the *Congress Book*.

Also a distinguished philatelic exhibitor, Odenweller won the APS Champion of Champions in 1973 and the FIP Grand Prix d'Honneur in 1980.

Robert Odenweller has been a long time APS Writer's Unit 30 member and we enjoy his frequent contributions to *The Philatelic Communicator*.





The Philatelic Communicator

ISSN 0147-36456

Volume 48, No.4, Whole No. 186

www.wu30.org

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Writers Unit #30 publishes *The Philatelic Communicator* four times a year. A subscription to TPC is included with dues paid by members of the Unit. TPC is printed and distributed by Wilcox Printing & Publishing, Inc., Madrid, Iowa.
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Deadlines for receipt of copy by the editor:

First Quarter: February 1 Second Quarter: June 1
Third Quarter: September 1 Fourth Quarter: December 1

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David Crotty From the Editor

American Philatelist Editor

By now you certainly all know that Jay Bigalke has been chosen as the editor of the *American Philatelist*. He has worked at *Linn's Stamp News* as Associate Editor, since he graduated from the University of Madison Wisconsin in 2005. What isn't much mentioned in current statements is that this guy put himself through the university selling first day covers.

During that time he was also a staff member of the Virtual Stamp Club since 2001.

He had to pull away from cachet making and the VSC as he joined *Linn's* but he is known as a lurker and occasionally does make comments. As editor for the *Meter Stamp Society Bulletin* I'm usually bummed that he gets meter news into *Linn's* before we meter guys find out.

It is also well known that his stated goal has been to be Postmaster General someday. During his stint with VSC he signed his name with FPMG at the end. His line of first day covers was, naturally, FPMG Cachets.

Jay is married to Jess and they have the cutest little guy for a son. I don't seem to remember the boy's name. I gather from some messages that he might not be moving to Bellefonte immediately but will commute. I've done that commute a few times. Not fun.

After a good tenure with the AP we fully expect Jay will be ready to be Post Master General.

TPC Associate Editor

Thomas Johnston joined the staff of *TPC* about three issues ago and has been acting as a proofer. We have promoted him to Associate Editor. Jay Bigalke was Associate Editor at *Linn's* so that must be a very high position. We welcome Thomas with his first article on page 5.

Dave



Gene Fricks *President's Message*

I had occasion this week to go to the Third Quarter *Communicator* to look up Dave Crotty's address. This is the issue with the Barbara Boal vignette as the lead story. I had just read the interview with Barb in the December *American Philatelist*. Juxtapose that with the news on November 29 of the passing of Peter A.S. Smith, doyen of the philately of Egypt and my successor (and predecessor) as editor of the *Collectors Club Philatelist*. And now, today, the announcement that Jay Bigalke will assume the editorial helm of the *AP*. What changes!

Barb spoke at some length about the changes in production methods for philatelic publications, going from hot wax pastedowns to all computerized make ready – truly a technological revolution in the world of printing. Peter holds a special place in this story as the last of the old style editors before Bob Odenweller took the CCP into the brave new world of color and computerized production. Like so many, he was comfortable with desktop publishing for a distribution of about 200 but decided experiencing the joys of Adobe's *InDesign* program was more fun than he was prepared to handle.

Another event that prompted this line of musing was the email from the Royal Philatelic Society London that the *London Philatelist* had experienced a serious technological problem resulting in all the pages being out of position (a reprint would be provided to those requesting same). For most of our larger distribution magazines, such an occurrence could seriously damage a publication budget, not to mention the potential for editorial apoplexy. And with the software we employ, the potential for a minor slip giving catastrophic result is all too prevalent. For most of us who earn our livings in fields where graphics design and publishing software do not figure prominently (or at all), maintaining quality control requires special diligence and concentration.

Then, there is the conundrum that we editors are supposed to know something about writing and perhaps even to know some philately. The time and energy for philately becomes difficult. I am not the only one who finds my N-gauge model train layout affording more relaxation.

So, we salute Barb on her retirement and hail Jay upon his new adventure and remark that a new technological age has arrived. The Writers Unit affords us a chance to share our experiences and perhaps laugh a bit at the 'opportunities for improvement' that occasionally confront us. As we enter 2015, my best wishes to all for a happy, healthy, prosperous New Year.

Gene Fricks P.E.



Jay Bigalke, new *AP* editor with Barb Boal, editor emerita.
Those are volumes of the *American Philatelist* behind them.

Getting started with Wikipedia

Thomas P. Johnston, Wikipedian

Reasons to create a Wikipedia page

I know, I know. My children (and their grandmother) tried to warn me about Wikipedia. They told me again and again not to trust this Wiki site. They cautioned that someone could make up stuff about history, people and events and get away Scott free (I am of Scottish heritage) without getting caught. In effect, you could rewrite history and fabricate information about whatever topic you desired. Well, the way Wikipedia works these rumors could not be further from the truth or reality. As a side note: I have made edits on Wikipedia and within minutes, yes minutes of posting the edits, I have received notice of some error I had made. Within minutes! So no, someone cannot post lies, untruths or misinformation to Wikipedia and not get noticed.

Wikipedia is a dynamic encyclopedia where anyone can add their own pages, articles, and knowledge. Topics cover just about anything: Beatles (the band), pinball, nanotechnology, even stamp collecting and philately. When you are searching for something on the internet you will notice that a majority of the time the first or second entry on Google's search engine results page will be a Wikipedia link. As of September 2013, Wikipedia boasts an impressive 29 million articles, and as of this writing contains 4,666,994 articles in English. Currently, Wikipedia is one of the largest and most popular reference sites available on the internet. A large network of Wiki editors review all articles that are submitted and use a group approval system to determine if content will be published, or in some cases, banned. To be banned is bad.

Since Wikipedia is a wiki, anyone with access to a computer and a Wikipedia account can make edits to posted entries. An important point to remember is that just because you post an article, you do not own the article and updates and changes can be made by almost anyone at large.

Although writing a Wikipedia article seems like a simple task, you will need to know a few basics in order to prevent your content from being deleted. Before

you begin make sure that you are writing from a neutral point of view. The best way to approach a neutral point of view is to make your entry mirror what it would look like if you were to read it in a traditional encyclopedia. The content that you submit should be unbiased, verifiable, and noteworthy and not breach copyright laws and rules. Wikipedia's copyright rules are detailed and must be adhered to without exception. This cannot be stressed enough! The rules governing images of stamps and philatelic material are well-defined and must be followed.

Wikipedia is a social community and the content that users submit is taken seriously. If you are not able to draft an article that follows Wiki's protocols it will more than likely be deleted. Another thing to keep in mind is that not every detail or article regarding stamp collecting and

philately can produce an entry that is acceptable by Wiki standards for the simple reason that vanity, promotion and opinion are not looked upon favorably. All your articles and edits will be reviewed.

Wikipedia as a tool to promote Stamp Collecting, etc.

Before You Begin. If you are still feeling optimistic enough to craft a Wiki article you will want to do the following first: aim for an article that is a minimum of 1,500 characters, but no more than 4,000 words (this is merely a suggestion as you get started). Practice entering your article with the Wikipedia Sandbox first. Should you create a Wikipedia page? Here are a few indicators that this type of content may meet your needs:

Your collecting interests are "notable." Wikipedia editors apply a "notability" test to determine if your subject warrants a Wikipedia page. If your collecting or writing interests are topics-of-note (e.g., a famous person, subject, event), then your topic might be a good candidate. If you are unable to find any information about your collecting or writing interests or topic in Wikipedia, then you might consider creating a Wiki page for your topic. To learn more about what topics Wikipedia considers notable and worthy of inclusion, read Wikipedia's article on Notability first.



Search and do your research first. Before creating any content on Wikipedia, learn about the Wikipedia community and how it works. Learning the ins and outs of being a good Wikipedia citizen will help ensure your page will not be deleted or challenged after you have submitted it for review. Search Wikipedia to confirm that an article does not already exist. Use alternate search terms just in case your article is labeled under a different heading. Determine if your article is verifiable and noteworthy before you begin writing it.

Create an account. Create a user account if you do not already have one. You must be a registered user to make changes to existing Wikipedia pages and articles, as well as to create your own articles. Creating an account is pretty straightforward. I advise using your real name and email address. I strongly recommend NOT using a corporate or work-related email account, as this may be interpreted by Wiki editors, also known as Wikipedians, as a conflict of interest. For example, say you are writing about stamp dealers and your email ends in @stampdealerX.com. Well, this would be taken as self-promotion or vanity editing and this is unacceptable, so your edits or article would be blocked and deleted. If you persist in this type of behavior your account will be blocked and maybe even suspended.

Start small. I suggest you start with editing or adding to a topic that already exists. It pays to start by making small edits to existing pages to test your skills before trying to create new content, that is, creating an article from scratch. I started with pages with which I was already familiar. In my day job I am a health physicist and work at NIST. As a scientist I also enjoy studying science history. In my researches I would on occasion look at Wikipedia to see what the entries were on a particular topic of interest. Time and again I would find missing or incomplete information. So I became a Wikipedian after first making minor edits and additions. Finally I felt comfortable enough to create an article from scratch, with all of Wikipedia to use as a guide. I must admit that there is no shortage of pages to create and edit to add depth to whatever topic you are interested or expert in.

By making these small changes, I was able to get more familiar with Wikipedia's site content management system and build my Wikipedia user profile. Once you create an account, every change you make on Wikipedia is recorded on your user page, which anyone can access — anyone being Wikipedia editors and other users. With enough editing and creating activity under your belt, you can become an "auto-confirmed user." This gives you permission to perform certain restricted functions, such as uploading images and moving pages to the public space.

Gather your sources and references. While you are feeling your way around Wikipedia, begin gathering

sources for the page or article you want to create. This will save you a huge amount of time once you are ready to create your first page or article. Sources are tremendously important in Wikipedia. Wikipedia is an encyclopedia and this means everything on your page needs to be verified. I can not stress this enough.

Even if you have uncovered an unknown sheet of Jenny inverts, you can not simply sit down and write a Wikipedia page based on your experience. Sorry, but you will need third-party sources such as printed material (books and magazines) and online material such as websites, articles, or video to support the information you provide. References are extremely important. Your content must be factual and unbiased. You will want your facts to be straight so you are not accused of any misrepresentation. Of course consider including images. You are only allowed to use images you own or images not subject to copyright. I learned this the hard way.

Write the copy. After all those other steps, you are finally ready to get down to the writing and posting of your Wikipedia content. I write content and pages using a text editor, your choice: Word, Notepad, WordPad, etc. I prefer to format then cut and paste into the Wikipedia interface. You can add your page to the Sandbox, where you can tweak the formatting or you can add it to your My Talk page (part of your user account). You might choose to use the My Talk page as content is regularly cleared out of the Sandbox; keeping your work in My Talk will ensure it will not be deleted.

Formatting the page using "Wiki code" takes some getting used to. This is a tedious process and Wiki code is something akin to HTML, so allow yourself time to learn this or hire someone to do it for you. You can learn more about Wiki Code by reading Wikipedia's Help Pages.

Submit the page for review. Once your page is complete and error-free, you will need to submit it to Wikipedia for review. This process can take as little as a few days or as long as a few weeks or more to get a response. However, this review usually takes only a few days.

There is no way to get around the admission of the level of satisfaction a person experiences when you see your content added to the body of knowledge known as Wikipedia. I have even edited pages in languages other than English!

Editor's Note: Wikipedia is a tool that some folk love and some folk love to hate. Wikipedia and its sibling, Wikibooks, provide for very convenient publication. One great example is the *International Postage Meter Stamp Catalog* which lists all postage meter stamps ever used in the World. If you have a story to tell about either Wikipedia or Wikibooks, please let us know.



The 2013 United States Stamp Society- Barbara R. Mueller Award Winner: James W. Milgram

While I collected stamps for a while as a very young kid, I had lost interest as I got older. My father was an avid collector of antiques, however, and as I was a teenager I used to follow him around on his endless searches of the many antique and book shops between New York City and Newburgh, New York where our family had a second home, an old farm. My first article in *The American Philatelist* ("Estill & Co. Express," Vol. 73, October 1959, pp. 47--49) was about a letter he bought for me from an antique shop in Albany where the dealer had a wooden pigeonhole case of the type a post office would use for sorting mail and asked me to pull four of the letters out for \$10. One was that letter written by a gold miner who sent it on his way across the country.

A few years later my father hit the jackpot. His favorite antique dealer in Newburgh had found a garage that was untouched since the 1920s stuffed with the belongings of a lawyer, going back to before the Civil War. To make a very long story short, we ended up with 150 wooden crates of legal papers and correspondence. It was reading and sorting all the papers of the Esmond Correspondence that got me

interested in old letters and postal history.

As a member of the APS since September, 1958 I have contributed more than seventy articles to *The American Philatelist*. And I have a total of 512 philatelic articles (including six books) printed or in press at the present time. A new book is almost completed and should be available early 2015: *American Illustrated Letter Stationery 1815-1899*, a 14-chapter book about pictorial stationery. I am the second long-standing member of Collectors Club of Chicago, member Postal History Society, Confederate Stamp Alliance, Western Cover Society, U.S. Philatelic Classics Society, and Chicago Philatelic Society.

Finally, I am a partly retired orthopedic surgeon, married to Carol, with four sons, all in different professions. We live in a famous mansion designed by David Adler for Albert B. Lasker, the father of American advertising.

Editor's Note, James W. Milgram was also chosen this year for the APS Writer's Unit Hall of Fame.




James W. Milgram

2014 Thomas F. Allen Award: James Negus (posthumous) and Brian J. Birch

The Thomas F. Allen Award recognizes the writer of the best article that appeared in the *Philatelic Literature Review* during the previous calendar year. The Subcommittee reviewed all articles in the four quarterly issues of the *Philatelic Literature Review* for 2013, and recommends that the award for 2014 go to James Negus (posthumous) and Brian J. Birch for their article in the 1st Quarter 2013 issue of *Philatelic Literature Review* titled “Unpublished Tiffany Manuscripts”.

Birch has taken an unfinished manuscript by Negus which might otherwise have remained hidden

from philatelic literature enthusiasts and crafted it into a fine example of philatelic writing.

The article provides substantial background information on the manuscripts as well as the people involved, including giants of philatelic literature such as John K. Tiffany, the Earl of Crawford, Edward Denny Bacon, William Reynolds Ricketts, and Hiram Edward Deats, along with extensive documentation and illustration. The Subcommittee is unanimous in its recommendation that James Negus and Brian J. Birch receive the 2014 Thomas F. Allen Award. 



James Negus



Brian J. Birch

JUDGES ANNOUNCED

2014 CAC NEWSLETTER COMPETITION

Jane King Fohn, Manager

The American Philatelic Society's (APS) Chapter Activities Committee's (CAC) Newsletter Competition for publications published in 2014 is underway. The Competition is open to all APS Chapters and Federations. The deadline for receipt of all entries is January 15, 2015.

Judges for the 2014 Newsletter Competition are Denise Stotts (Houston, TX), Paul Goodman (Coventry, CT), and Karen Weigt (Middleton, WI). All three are APS members active in organized philately. Denise Stotts has served nationally on the APS Board as a Director-at-Large, the Chapter Activities Committee, and on the Advisory Board of the Young Philatelic Leaders Fellowship program. She currently serves as awards director for the United States Stamp Society, Women Exhibitors, and American Association of Philatelic Exhibitors (AAPE). She is also Director of Meetings for AAPE.

Denise, on the state level, has been secretary of the Ohio Postal History Society for over 25 years, and served on the Texas Philatelic Association Board of Directors. She is a past member of the Euclid (Ohio) Stamp Club; and is currently a member of the Garfield Perry Stamp Club, and the Houston Philatelic Society. She served in many capacities at the Euclid and Garfield Perry Clubs while in Ohio. Denise has been show chair for the Greater Houston Stamp Show for over 20 years, as well as serving on the Board for the club. She is an exhibitor, having won golds at several World Series of Philately (WSP) shows for her exhibit "Japanese Art," as well as several awards for other exhibits at the Greater Houston Stamp Show.

Paul Goodman is a nationally accredited APS judge, and has published articles in *The American Philatelist* and the *Air Post Journal*. Two of his exhibits, one on Argentine Airmail from 1917-1946, and another on Argentine Railroads, 1857-1946, have won grand awards at WSP shows. A third exhibit on "Gloucester, Massachusetts: A Maritime History from the Early Republic to 1930" has won a gold at a WSP show. His areas of expertise are Latin America,

Aerophilately, and General Class: Display Division.

Paul is a member of the AAPE, the Collectors Club of NY, the Royal Philatelic Society London, and the American Air Mail Society. He is affiliated with the Manchester (CT) Philatelic Society (MPS), and has served in several leadership capacities. He has exhibited at the local level both at MPS and Thamexpex shows.

Karen Weigt has been a member of the Badger Stamp Club (Madison, WI) since 1983. During that time, she served three terms as president, and has been secretary since 2006. She was editor of the club newsletter for the years 1984-91, which achieved a vermeil in the 1988 APS CAC Newsletter Competition. She is the current president of the Wisconsin Federation of Stamp Clubs (WFSC), after having served as secretary for 21 years. Karen edited the WFSC's newsletter, *Across the Fence Post*, for nine years.

Karen was Badger Stamp Club's youth coordinator for 17 years. From 1989-1992 she edited *The Philatelic Observer*, newsletter of the Junior Philatelists of America. She is a former member of the APS Chapter Activities Committee, and recipient of the APS Kehr "Future of Philately" Award in 1997.

Newsletter Competition classes are the following: Class I--publications that are single-page (single- or double-sided); Class II--publications that have multiple pages; and Class III--multiple-page publications from federations.

You may request a prospectus/entry form for the APS CAC Newsletter Competition from Jane King Fohn, Manager, 10325 Little Sugar Creek, Converse, TX 78109-2409 or e-mail jkfohn.alamo.1043@gmail.com. This form also is available on the CAC website at www.stamps.org/CAC.

Information about the benefit of joining the APS is available on the society's website at www.stamps.org. You may write to the APS, 100 Match Factory Place, Bellefonte, PA 16823; or telephone (814) 933-3803.



Reviews

Print & Electronic



Spitsbergen's Early Postcards: An Annotated Catalogue 1891-1914 by John T Reilly. 7 by 9 ¾ inches, hardbound, 402 pages, Svalbard Press, Sheffield, United Kingdom. ISBN 978-0-9928657-0-2, £ 27.50 plus postage from Svalbard Press Ltd., Pegasus House, 4th Floor Suite, 463A Glossup Rd., Sheffield S10 2QD, U.K., or email: j.t.reilly@sheffield.ac.uk.

This resplendent catalog lists over one thousand postcards, and illustrates many of them, from the peak tourist era of travel cruises to Spitsbergen, an island group north of Norway and above the Arctic Circle. The period of interest is from the 1890s up to the outbreak of World War I in 1914. This timeframe coincides with the golden age of picture postcards that were popular and inexpensive souvenirs and means for tourists to send greetings to family and friends.

Author Reilly adapted a catalog system similar to one used in a book about the postcards of the Falkland Islands. He classifies the cards in 91 separate Series presented chronologically based on the view side of the card. The publisher is identified as well as the artist or photographer where known. Also shown for each series are the style of lettering for captions and the method of printing or reproduction. Often there are also additional comments expanding on the description.

Each series is then broken down with a Numbering system based on the alphabetical titles on the cards,

unless the publisher has used a serial numbering system. For each Number there is also a Type based on the printing style and layout of the address side of the card. The identification is specific even for minor differences in the position of the image or the caption. Different printings (first, second, etc.) are also classified.

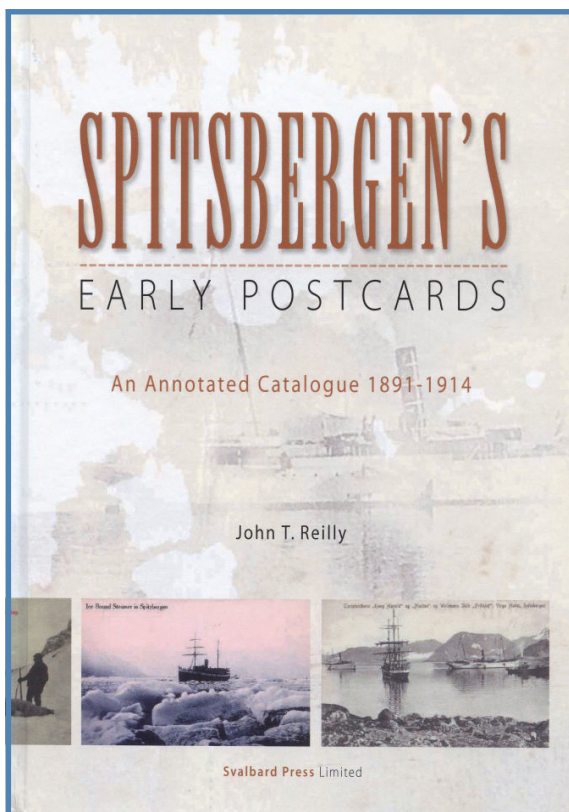
Two appendices cover unusual cards. The first consists of homemade cards which are mostly based on photographs. The second is a description of the Paris Nordpolen card—a folding lettercard that was sold on some of the cruises. These cards are quite scarce.

Speaking of scarce or rare, no attempt is made to assign a rarity scale or values to the cards in this catalog. While there is no philatelic discussion of the cards, there are occasional illustrations of the address side showing stamps, cancels, and cachets, but without explanation. The illustrations are in color or as issued although the majority are in sepia.

The author provides an important tool for collectors that enables them to quickly find and identify a postcard. This is an alphabetical list of the title or caption found on the card, with cross reference to the series, number, and type. A good bibliography refers readers to other sources for more information.

The use of a sans-serif typeface is a little disconcerting. However the information and illustrations provide a detailed description and knowledge of these wonderful artifacts that have long been of interest to collectors. Furthermore the printing and production data are just what an exhibitor needs for a proper display of picture postcards, now that they are being accepted in the philatelic arena.

Alan Warren



Indian Antarctic Expedition: Philatelist's Guide by Abhai Mishra. 124 pages, 8 ½ by 11 inches, card covers, perfect bound, self-published, Dehradun, India, 2013. ISBN 978-93-5137-623-1, €50 postpaid from www.stampsofindia.com or directly from the author at Abhai_mishra@rediffmail.com.

This catalog documents the covers, cachets, postal markings and related materials associated with India's Antarctic activities, and specifically with its 32 Antarctic expeditions. The author himself is an electronics engineer and was a member of the 21st Indian expedition to the Antarctic in 2002 where he provided communication's support.

India's connections to Antarctica date back to the 1910-1913 Scott expedition when the country donated several mules that were useful in cold regions like northern India and Tibet. The first Indian to visit the frozen continent was Dr. Giriraj Singh Sirohi, a scientist who conducted experiments during Operation Deep Freeze 1960-1961. The first Indian to winter over there was Dr. Paramjit Singh Sehra, a physical research scientist who participated in the Soviet Russian 17th Antarctic Expedition 1971-1973.

This catalog records eight different types of Antarctic philatelic items associated with India's operations there: covers, letterheads, labels, postcards, cachets, view cards, QSL cards, and date cancellers.

Each of these categories has its own catalog numbering system. Following a brief description of India's Department of Ocean Development, and the National Center for Antarctic and Ocean Research, each expedition is listed beginning with the first one in 1982.

The cachets, covers, labels, and other items associated with each expedition are illustrated in color. Some of the illustrations are a bit small to conserve

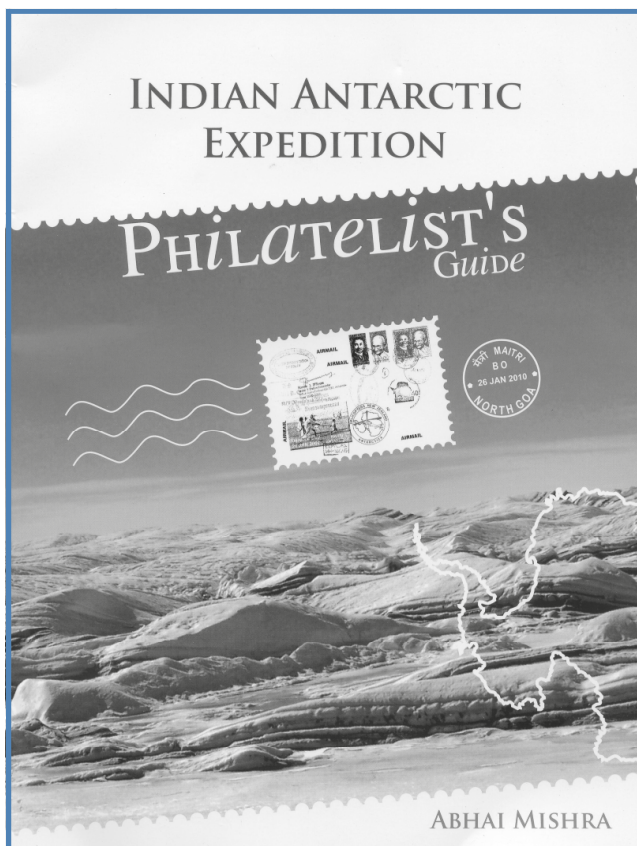
space but all are legible. For each expedition there are a few notes about significant events at the time or the special handling of mail. For the early expeditions one page is sufficient to illustrate the relative items. Later expeditions require from two to six pages to show the material. The 32nd expedition took place in 2012-2013.

After the expedition listings there is a brief description of the Indian Antarctic bases Dakshin Gangotri, Maitri, and Bharati. India's Antarctic related postage stamps are shown, plus additional souvenir and cinderella items, and then the QSL cards associated with amateur radio activities. A list of India's Antarctic postmasters is followed by a pricing guide to expedition items that will be helpful to

collectors. A bibliography of references and an index conclude this fine book.

For collectors of India Antarctic expedition souvenirs, this catalog is an important resource as to what might be available in the marketplace.

Alan Warren



United States Airmail Stamps 1918 by Joe Kirker. 52 pages, card covers, saddle-stitched, 8 ½ by 11 inches, Gatlinburg, Tenn., 2014. \$25 postpaid in the USA from Joe Kirker, 529 Parton Drive, Gatlinburg TN 37738, or email Jenny1918joe@aol.com.

Author Joe Kirker has long been a student of the first three air mail stamps of the United States, known as the Curtiss Jenny issues. He has written extensively about them in over two dozen articles and monographs. The current book is subtitled *History and Analysis of First Day of Sale Postal Use*. This topic is distinct from the dates of the new air mail rates.

Kirker traces the sale of the first day of use of these stamps through auction catalogs. Some early catalog listings had the wrong issue dates and it was not until Irwin Heiman Auctions Sale No.175 in 1956 that first day of use covers were recognized. Prices realized for the covers were from \$55 to \$75 each but the values climbed with subsequent sales. Prices improved a year and a half later when another Heiman auction in 1957 offered more of these covers.

Prices for first day of use covers took off in sales in the 1970s. In a Siegel Rarities sale in 1976, a C1 on a 4-cent postal stationery envelope along with a 6-cent Washington-Franklin was purchased by Fleetwood for \$10,500 for their museum collection. To maintain value some items were submitted by owners to the Philatelic Foundation for certificates. Key players who owned some of these covers included Henry Goodkind, Philip Silver, and Lawrence Fisher.

Scott listed first day cover values of Scott C1-3 in italics for many years as they traded so infrequently. Auction prices soon soared to \$20,000, \$30,000 and over \$40,000. One oddball item is a curious cover bearing a torn C1 and cancelled at Washington, D.C. on December 10, 1918. The Philatelic Foundation offered no opinion and attempts to sell it “as is” have not been very successful.

Kirker then launches into an analysis of eighteen different cards and covers bearing these stamps. He

begins with the 24-cent which was the first one issued, C3. For every item he shows illustrations, states the auction sale date and price realized for the item, mentions journal references where the item was discussed, expertization activity, and general observations by the author who has seen much of the material personally. Of the three C-3 covers, one is not genuine and two are questionable in Kirker’s mind.

Six covers bearing the 16-cent C2 are analyzed with the following results: one genuine, one questionable, and four not genuine. In one case the PF issued a “genuine” certificate in 1979 and in 1991 an opinion, “The stamp did not originate on this cover.”

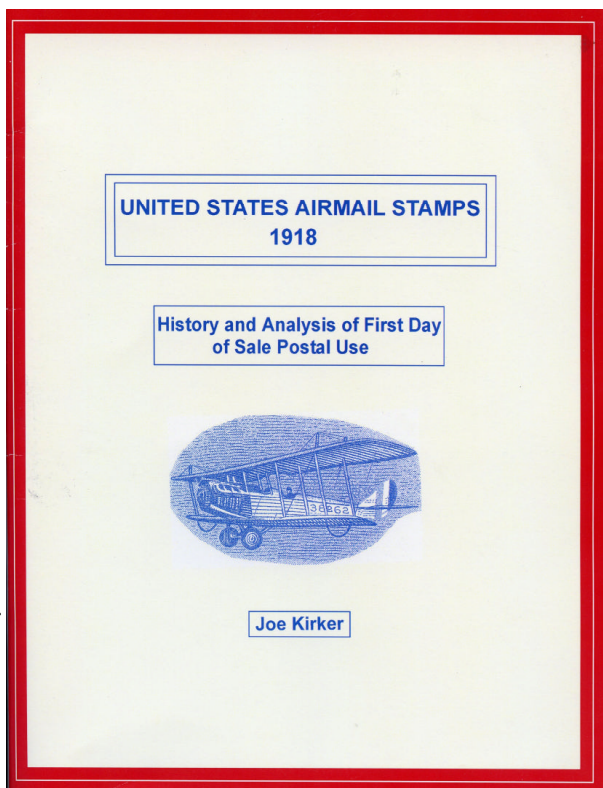
The 6-cent C1 has nine examples analyzed with December 10 cancels. Eight are deemed “not genuine” and only one is considered genuine. It was sold by Siegel in 2007 for \$42,500 and the Philatelic Foundation issued a “genuine” certificate the following year. Kirker feels that the items he deems “questionable” should be submitted for examination using some of the modern equipment and techniques that are now available.

The concluding section of Kirker’s monograph is devoted to developing timelines for the three stamps. Claims are made that C-3 was available in Washington in the afternoon of May 13 but other sources state May 14. The rate went into effect May 15.

Some of the illustrations are poor, undoubtedly because they came from old auction catalogs or other dated sources. There is no official title page with date and place of publication on the verso. The pagination has the odd-numbered pages on the left instead of the right side. Literature references in the cover descriptions are vague. A good reference list is needed in standard bibliographic format.

However, the information in this monograph is from a veteran collector, author, and student of these issues. Having all of this first day of use information together in one source makes a handy reference for collectors and researchers.

Alan Warren



Barry K. Ellis 1943-2014

Writers Unit member Barry K. Ellis of Ft. Wayne, Indiana, died September 28, 2014 at age 71. He was past chairman of the Philip H. Ward, Jr. Award committee of the American First Day Cover Society. Named for the well-known FDC servicer and writer, the award is presented annually to the author of the best first day cover article appearing in a calendar year.

Barry joined the AFDCS in 1980 and served many years as publicity chairman. He staffed society recruiting tables at many shows and was a volunteer at



the Americover shows. He was elected Treasurer of AFDCS in 2012 and served in that office until his passing. In 1991 he received the society's Glenn C. Michel special recognition award for service.

Barry was born September 18, 1943 in Paulding, Ohio, and grew up in Decatur, Indiana.

He was a certified chief financial planner and held various accounting positions during a forty year career. His experience included working with non-profit organizations.

Alan Warren

Rossica

International Philatelic Show
Международное филателистическое шоу
Москва, 27-29 октября 2014, Moscow

The Rossica International Philatelic Show was held in October in Moscow. We have occasionally attempted to report European literature exhibits. They can be huge. The palmares for this exhibit can be found at <http://www.rossica.info/spage/no/palmares/> but they go on for 25 pages. The exhibits seem to include literature and philatelic exhibits. The literature list can be found at <http://www.rossica.info/spage/no/Philatelic-Literature-eng/>.

This listing generally uses Russian text for books written in that language but Google Translate easily provides a readable translation.

The literature compilation seems to include a large number of books in which the title has been translated into English but apparently are in other, mostly European, languages. The items that are likely to be in English are listed below. The listing of the rest of the items can be viewed at the website.

WALTON, Frank (United Kingdom). The London Philatelist, the Journal of the Royal Philatelic Society London.

ODENWELLER, Robert (USA). Book "The Postage Stamps of New Zealand. 1855 – 1873. The Chalon Head Issues".

SLABBINCK, Henk (Belgium); **TAYLOR, James** (Canada). "Mail from the French Shore of Newfoundland" monograph.

WARREN, Alan (USA). "Ice Cap News" magazine.

SCHWANEBERGER Verlag GmbH (Germany). MICHEL US Specialized Catalogue 2014.

ASTROPHILATELY, the Section of FIP, official website (www.astrophilatelist.com).

3-002 JARVIS, Stephen (United Kingdom). The official website of the Royal Philatelic Society London (www.rpsl.org.uk).

MANTA, Victor (USA). Website (www.artonstamps.org/hermitage).



5 Biggest Mistakes For Collector Website Landing Pages

A “landing page” is how your visitors generally enter your website. It might be your home (index.html) page, or it could be a page that is hot-linked from another website or from printed media. Following are the five most common landing page mistakes that you’ll want to avoid lest you send your unsuspecting visitors screaming into the night -- or worse -- to another website!

Mistake #1. A blizzard of options.

Your landing page should be clear and focused. Too much information and your visitors will be so distracted that they will feel overwhelmed and hastily depart your site. The design of your page should guide your visitor through relevant information to arrive at a single call-to-action: an instruction that provokes an immediate response (see Mistake #5).

Mistake #2. The great American novel syndrome.

Life is too fast-paced to spend a lot of time reading through paragraph after paragraph of text. Your visitors want to find the information they seek quickly – think “less is more.” If your landing page is constructed around a single central concept or message, you are more apt to find your visitors clicking through to the core of your website.

Mistake #3. What, no pictures?

The old Chinese proverb, “a picture is worth ten-thousand words,” is more true today than ever before. Images, whether still or video, will not only provide eye appeal, but help alleviate Mistake #2. The right photograph or visual recording can make all the difference by evoking a response from the reader.

Mistake #4. This isn’t a job application!

The surest way to alienate visitors is by asking for too much personal information. If you want them to sign up for your free newsletter, then a name and email address should be sufficient. Never ask for more information than you need to get the job done. Of course, when it comes to completing a membership application, prospective members will be ready to supply additional data.

Mistake #5. What do I do next?

Never leave your visitors wondering what to do next. Whatever your ultimate goal, make sure your call to action is clear, such as “to find out how to join, click here.” Marketing studies have shown that a single, clear call to action on your landing page will result in higher conversion rates – meaning new members!

Editor’s Note: This statement has been shamelessly appropriated from an email ad from a website designer Mark Maestroni who can be contacted at www.markmaestroni.com. Thanks to Gene Fricks.



CHICAGOPEX 2014 Literature Palmares

November 22, 2014

Grand

Kenneth F. Scudder, FRPSV
Queensland Postage Stamps 1879 to 1912

Gold

David Wisley
The State Revenue Catalog

Valery B. Zagorsky
Postage Stamp Catalogue: Russia 1857-1917,
RSFSR 1918-1922, USSR 1923-1991

James W. Graue
German North Atlantic Catapult Airmail
Flights 1929-1935, Second Edition

Irwin J. Gibbs
Canal Zone Postal Stationery American Air
Mail Catalogue, 7th Ed., Vol. 1

Jay Grace Walmsley
The Travelling Post Offices of Mexico, Second
Edition

Harry K. Charles, Jr.
Postage Due: The United States Postage Due
Essays, Proofs and Specimens 1879-1986

Gary W. Granzow, FRPSL
Line Engraved Security Printing

Kenneth Trettin
The Congress Book 2014

Kenneth F. Scudder, FRPSV
Queensland Postage Stamps 1879 to 1912

Robert V. Ogrodnik
Bulletin of the Polonus Philatelic Society

Jonas Hällström
Fakes Forgeries Experts No. 17, 2014

Diane DeBlois & Robert Dalton Harris
Postal History Journal

Wayne Youngblood
The Posthorn

Peter Martin, Editor
First Days

Michael D. Roberts
Mexicana

James W. Graue
The German Postal Specialist

Vickie Canfield Peters
Airpost Journal

Michael Mahler
The American Revenuer, 2013

Vermeil

Robert Littrell
The Postal Stationery of the Cuban Republic

Inger Kuzych
Lemberg: Cosmopolitan Crownland Capital of
the Austrian Empire

Douglas N. Clark, Editor
From Indian Trails to the Birth of a Nation

Jack R. Congrove, Editor
Biophilately: Official Journal of the Biology
Unit of ATA

Dr. Giorgio Migliavacca
Fil-Italia

Richard D. Bates, Jr.
The Canal Zone Philatelist

Richard D. Jones
USCS Log

Ulf J. Lindahl
Menelik's Journal

Wayne Youngblood
Topical Time

Claire Scott, FRPSL
Postal History

Claire Scott, FRPSL
The Sarawak Journal

Silver

Norman Gruenzner
Combat and Special Operations of US Motor
Torpedo Boats During WWII

George McGowan
Newfoundland Slogan Cancels

Charles J. LaBlonde
Swissair Special Flights of 20 September 1944

Robert P. Odenweller
The Chalon Sorting Guide: Supplement to the
postage stamps of New Zealand: 1855-1873

Jack R. Congrove
The Mother of all Indexes: Biophilately Vol 1-
62 with unit history

Kendall Sanford
"La Catastrophe": Journal of the Wreck &
Crash Mail Society

PSGSA
Forerunners

Ronnie J. MacMillan
Methodist Philatelic Society Newsletter

Glenn A. Estus
The Vermont Philatelist

Len McMaster, Editor
Possessions, Vol. 34 (2013)

Martin Oakes
The New Cartophilatelist

Alan Warren
Ice Cap News

CHICAGOPEX 2014 Literature Jury Members:
Patrick Walters, Jury Chairman; Stephen Schumann,
Judge; Guy Dillaway, Judge.



Secretary-Treasurer's *Report*

About Writers Unit #30

Purpose of the Writers Unit #30 of the American Philatelic Society is to encourage and assist philatelic communications, knowledge, and comradeship. Membership is open to anyone interested in philatelic communications.

Join Us Today

Membership includes a subscription to the *Philatelic Communicator*. Membership applications received by October 1 will be recorded as members for that calendar year and will receive all four quarterly issues of the *Philatelic Communicator* for that year. Applications received after October 1 will be recorded as members for the following calendar year.

A membership application may be downloaded from the Writers Unit #30 website at <www.wu30.org>. Existing members are encouraged to download this form and give it to potential members so they can join.

Membership Dues

The membership dues for each calendar year are:

USPS ZIP Code Addresses.....	\$20.00
Canada and Mexico.....	\$22.50
All Other Addresses.....	\$25.00

Payment must be made in U.S. funds by a check imprinted with a U.S. bank transit number, or by postal money order payable to "APS Writers Unit #30." Some overseas members prefer to send U.S. bank notes.

Updating Your Mailing Address

Please notify us of address changes to assure that you receive without delay each issue of *The Philatelic Communicator*. This will also save WU#30 several dollars because the USPS charges us when they have to send us an address correction, and we still have to pay the postage for re-shipping the issue to the member.

Ken Trettin
WU#30 Secretary-Treasurer
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APS Writers Unit #30
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Expert Help for Writers and Editors

Dr. Dane S. Claussen, Writers Unit #30 past president, offers free critiques of periodicals, books and manuscripts. Submit the four most recent issues, including postage equivalent to four times the first class mailing fee. Any unused amount will be returned. Critiques can be expected in about 30 days. Inquire before sending books and manuscripts, providing a brief description. Return time will vary depending on length and other commitments. Include an SASE. Note that Dr. Claussen has moved. Send to Dr. Dane S. Claussen's Email: dsclaussen@hotmail.com.

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Materials for Review

Material for review may be sent to the editor. Reviews of materials are welcomed from members and non-members. Reviews should be concise and stress those aspects that are helpful examples (positive or negative) for other authors, editors and publishers. Review requests from those having an interest in the item, such as publishers and distributors, must include a copy of the publication.

2015 Literature and Web Exhibits

APS CAC Newsletter Competition, January 2015 entrance deadline. jkfohn.alamo.1043@gmail.com

APS CAC Website Competition, Spring 2015,
www.stamps.org/cac/

NAPEX, June 5-7, 2015, McLean Tysons Corner, VA,
www.napex.org/

APS StampShow August 20-23, 2015, Grand Rapids, MI
www.stamps.org/StampShow

CHICAGOPEX November 20-22, 2015, Itasca, IL,
www.chicagopex.com/